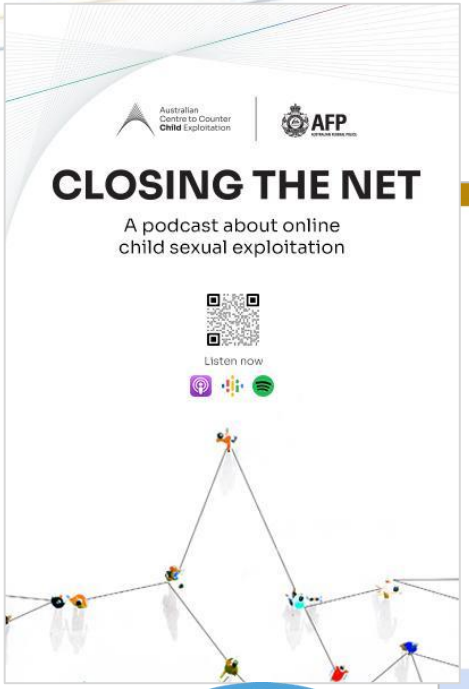
Law Enforcement & Industry Collaboration on Take-down, Retaining Evidence and…Privacy.

Ms Keerthana Arjuna (Kit)
Ms Janine Enniss
Ms Malina Enlund
Ms Shailey Hingorani

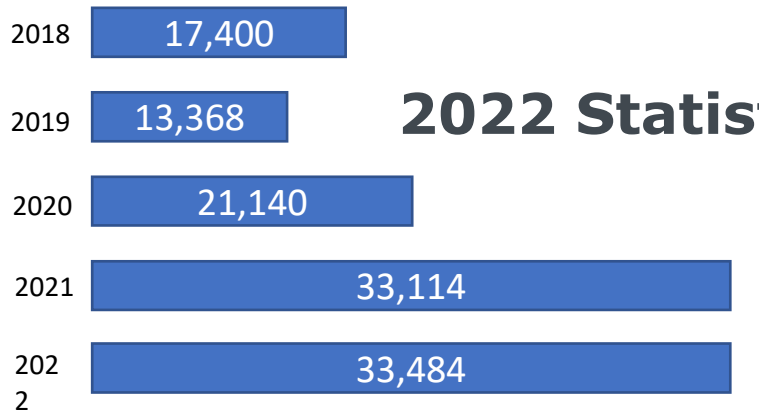
[Session B2]

Law Enforcement and Industry Engagement

Child Sexual Exploitation Regional Dialogue



Increase in total reports



2022 Statistics

Reports received

31,700+ from NCMEC

1,513 from members of the public

Artificial Intelligence

End to End Encryption

Legislative Reform - SLAID

Surveillance Legislation Amendment (Identify and Disrupt)

Training

Digital field triage training

Meta's Approach to Safety

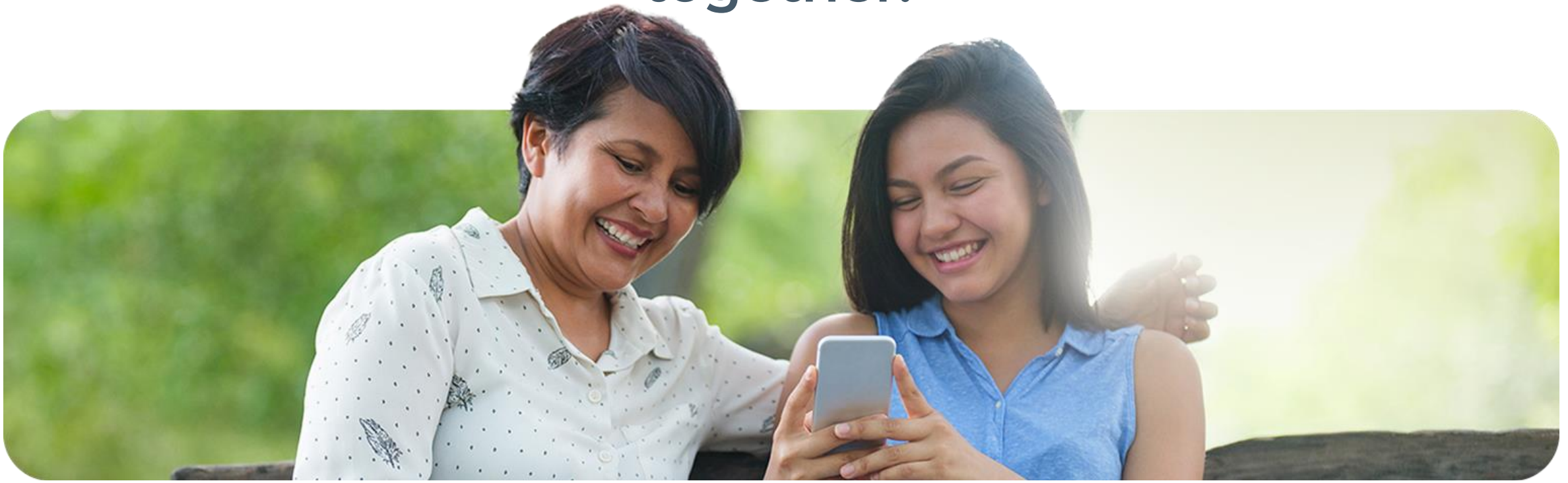
November 2023

Malina Enlund
Safety Policy APAC
malinaenlund@meta.com

Meta

META'S MISSION

Give people the power to build community and bring the world closer together.



Policies

for the Facebook Community

Tools

to give people control

Resources

at every point in the service

Partnerships

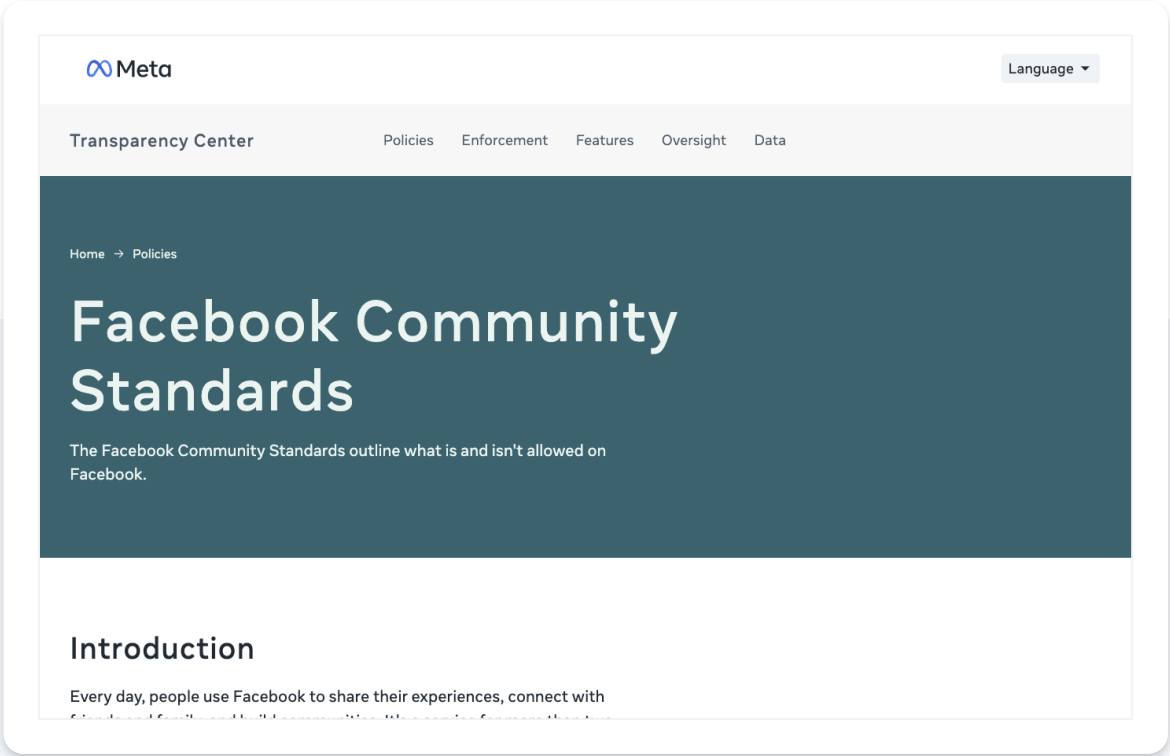
to complement our expertise

Feedback

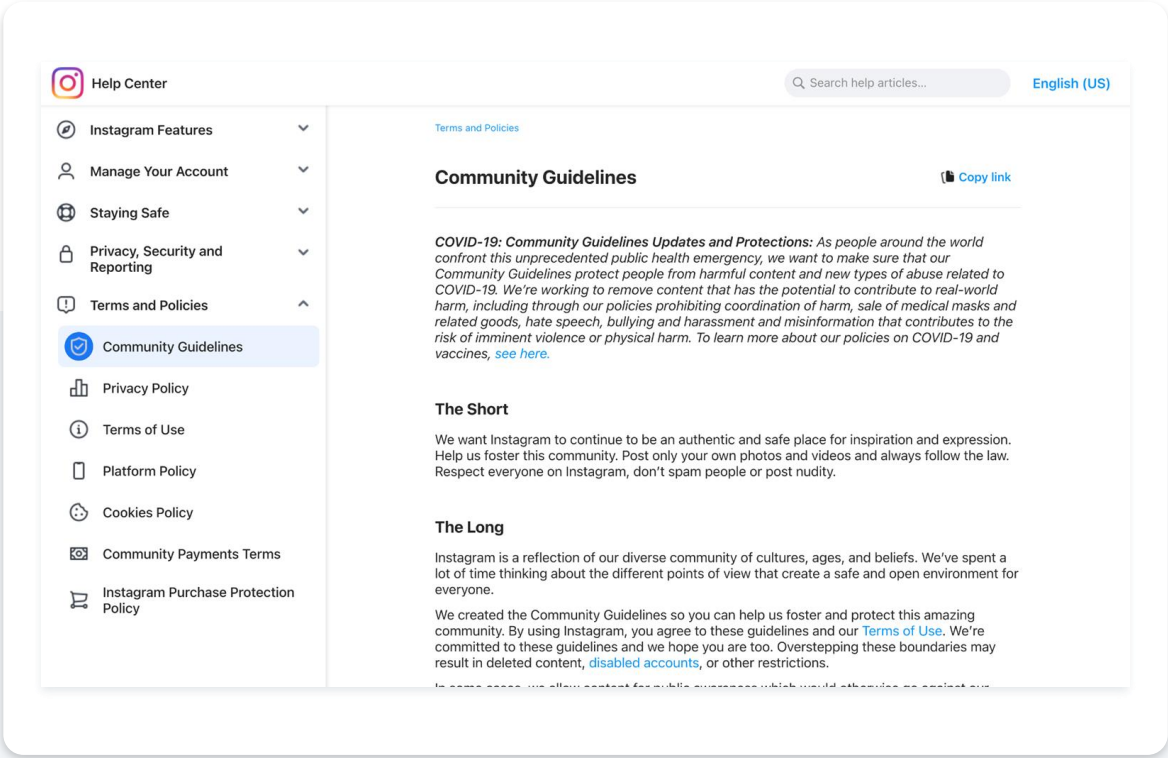
to keep on improving

Our policies

Community Standards



facebook.com/communitystandards



https://help.instagram.com

Facebook

Download (CSV)

Overview

Adult Nudity and Sexual Activity

Bullying and Harassment

Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

Dangerous Organizations: Terrorism and Organized Hate

Fake Accounts

Child Endangerment: Nudity and Physical Abuse and Sexual Exploitation

We do not allow content that endangers children, such as content that contains nudity or physical abuse or content that sexually exploits children on Facebook and Instagram. When we find this type of violating content, we remove it, regardless of the context or the person's motivation for sharing it. We may also disable the account of the person who shared it, unless it appears the intent was not malicious (for example, to spread awareness of child exploitation).

We report apparent child exploitation to the National Center for Missing and Exploited Children (NCMEC), a nonprofit that refers cases to law enforcement globally, in

Tools and Technology

How Meta Approaches Online Safety Tools and Technology

Prevention

Detection

Response

Detection Technology

- **Photo- and video-detection technology** scans information such as profile and group photos and user reports for known CEI; additional technology detects new, unknown CEI.

- **Text-based classifiers** trained on known examples of CEI-related text

- **Behavioural and metadata classifiers** trained to detect abnormal activity using a range of signals

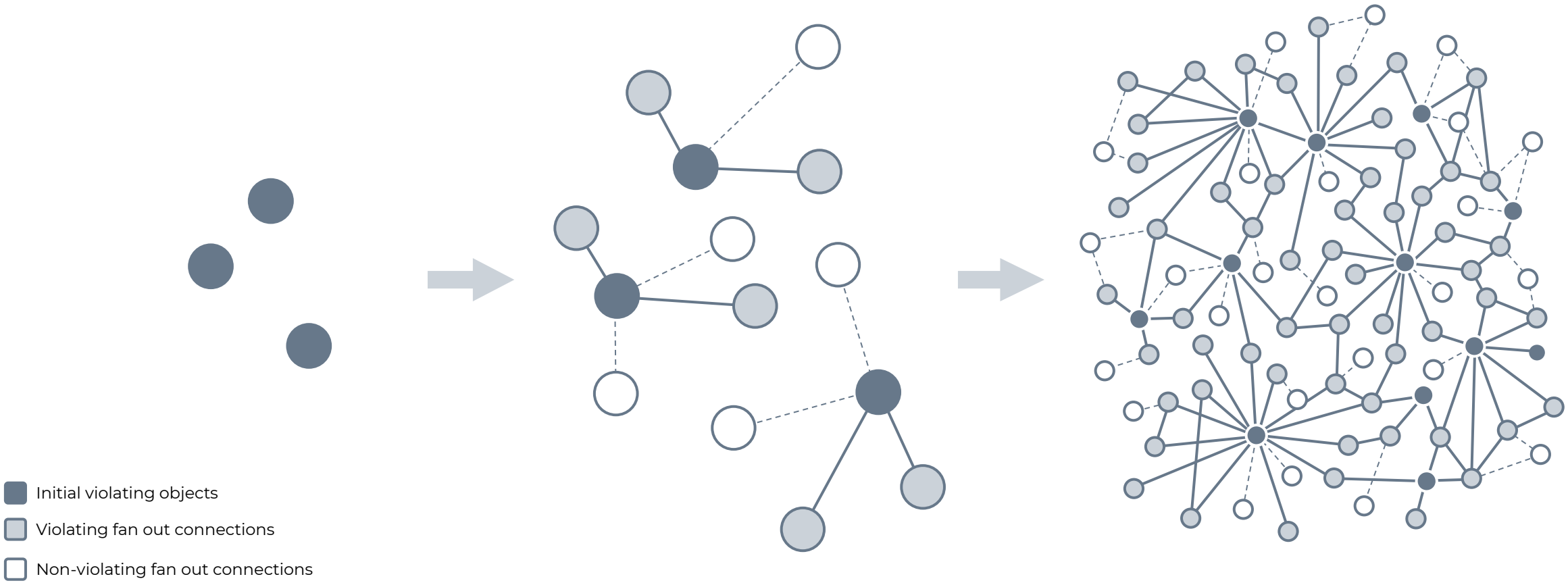
- **Fan out** from one violating account or group to others using human review expertise and machine learning; enforce at group or network level

Disrupting networks of abusive actors

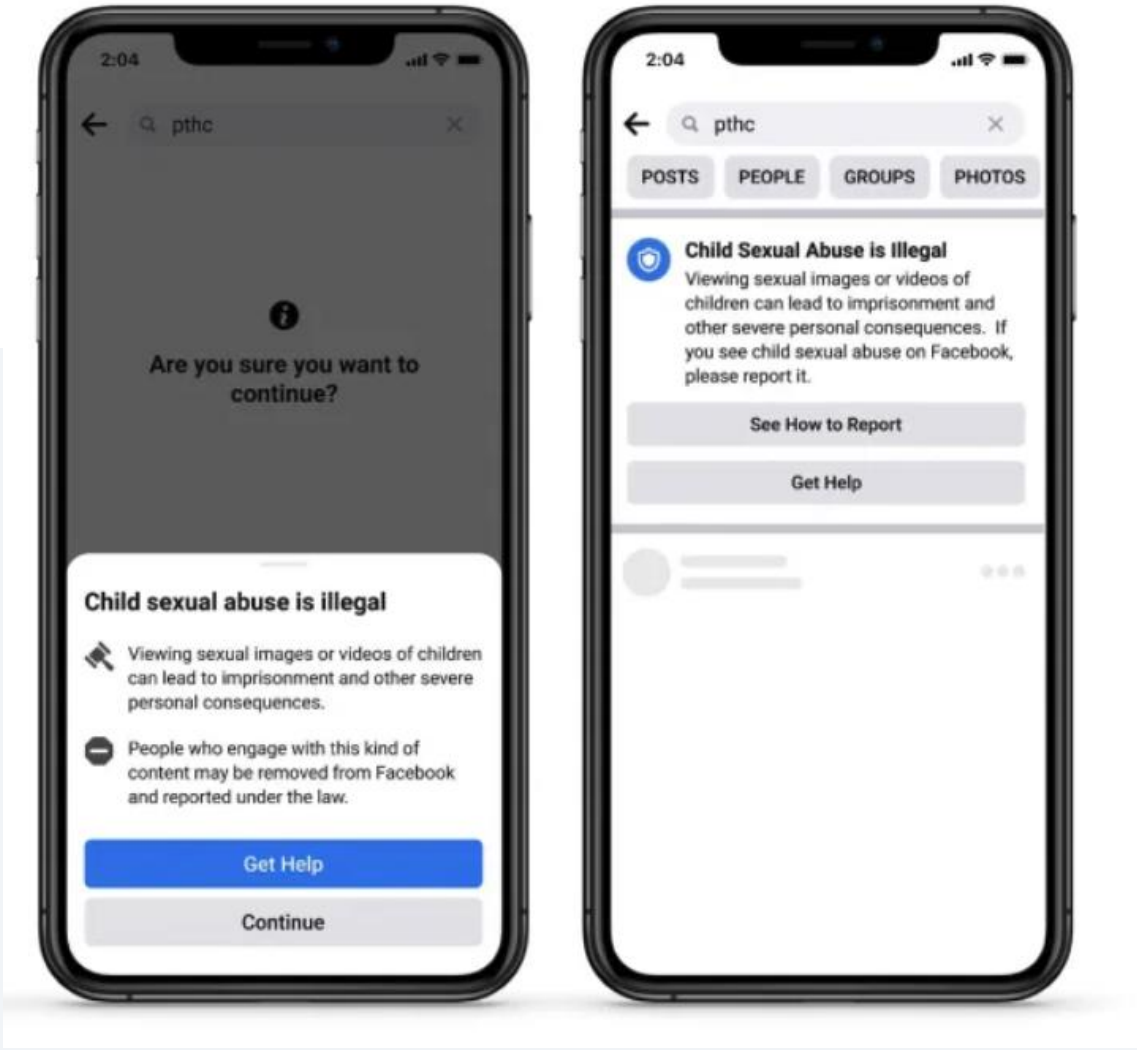
Use signals to identify a core set of violating entities

Conduct a fanout using human review expertise and machine learning tools

Map out network of violating entities and enforce against them - **a recent disruption removed 3522 users**

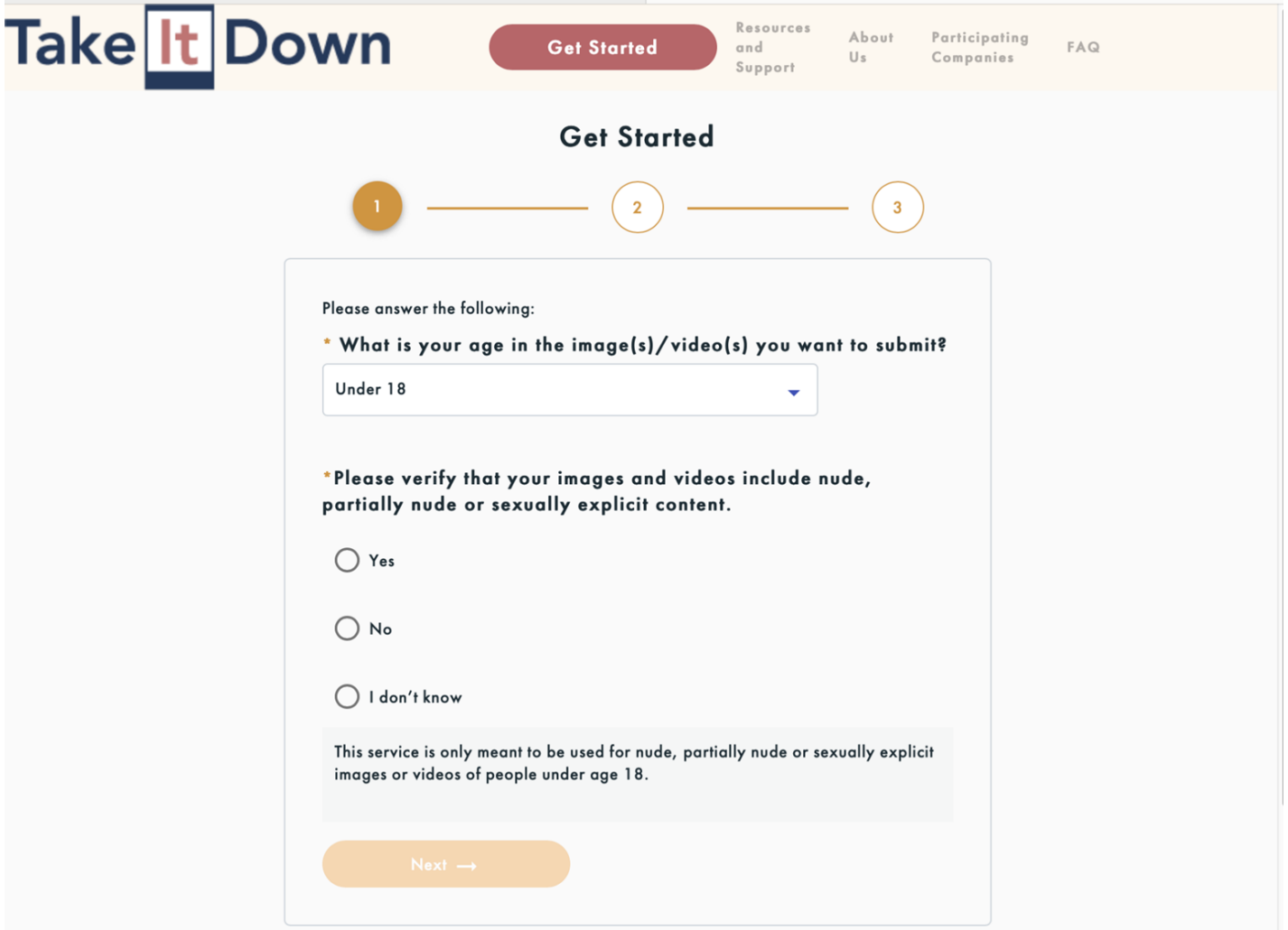


Deterring Seekers of CSAM with Search Interventions



- **Take It Down** is a global platform for minors who are worried that intimate images they created might be shared without their consent on public online platforms.
- **Take It Down** works by assigning a unique digital fingerprint, called a hash value, to nude, partially nude, or sexually explicit images or videos of people under the age of 18.
- This all happens without the image or video ever leaving the minor's device; only the hash value will be uploaded to **Take It Down** and provided to NCMEC.
- If someone tries to post a matching image on one of the participating companies' platforms, the company reviews the content on their platform to check if it violates their policies and takes action accordingly.

Current Participating Companies: Facebook, IG, Yubo, TikTok, Only Fans, Pornhub



https://takeitdown.ncmec.org

Hosted by:

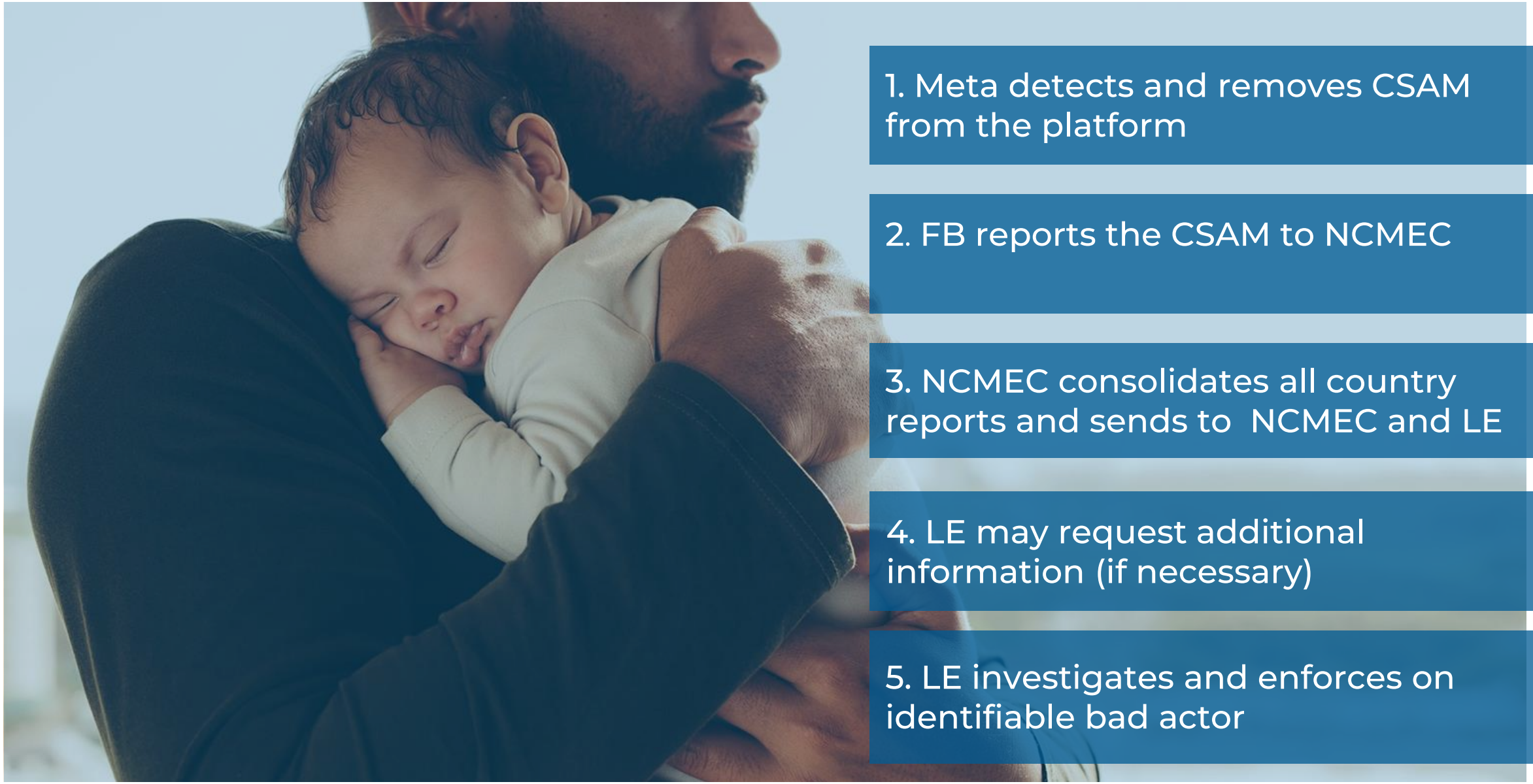
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

Child Safety

Enhancing Our Child Safety Capabilities

1. **Prevent** harmful interactions with minors
2. **Build** new methods for removing bad actors
3. **Reduce** harmful imagery
4. **Improve** our reports to NCMEC
5. **Introduce** education and victim response measures

Reporting Child Exploitation Cases



1. Meta detects and removes CSAM from the platform

2. FB reports the CSAM to NCMEC

3. NCMEC consolidates all country reports and sends to NCMEC and LE

4. LE may request additional information (if necessary)

5. LE investigates and enforces on identifiable bad actor

Law Enforcement Response & Requests

Content Reports vs Record Requests

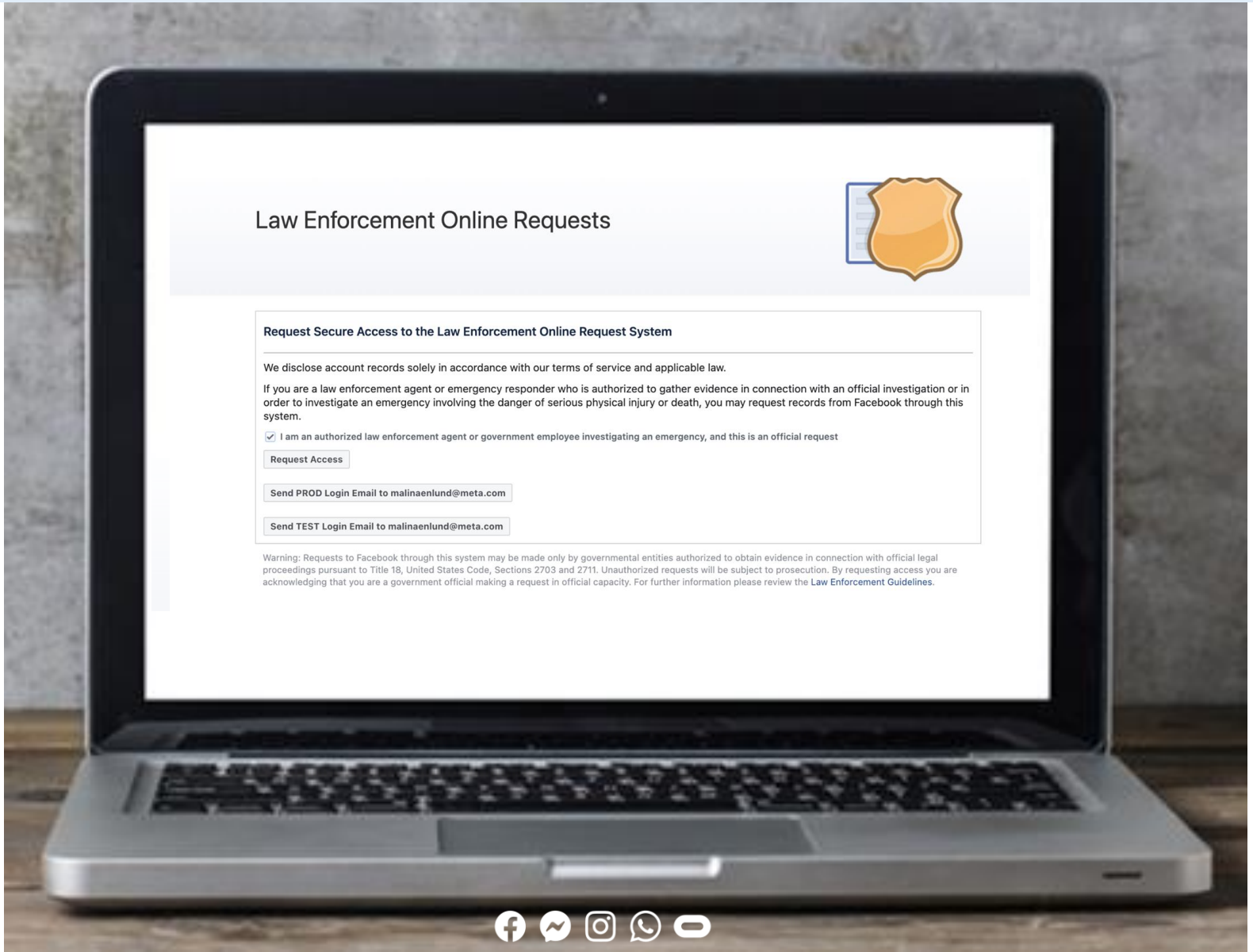
Content Reports

Reporting **content on the platform** that violates our Community Standards

Records Request

Requesting **records for a user or entity**, such as Basic Subscriber Information

Records Requests



Disclosure:
in accordance with our **terms of service** and **applicable law**

Basic subscriber information (non-content)

Transactional information (non-content)

Content
Mutual Legal Assistance Treaty

Law Enforcement Guidelines: **Facebook**

facebook.com/safety/groups/law/guidelines

Emergency Requests

Emergency Request

Information to Include

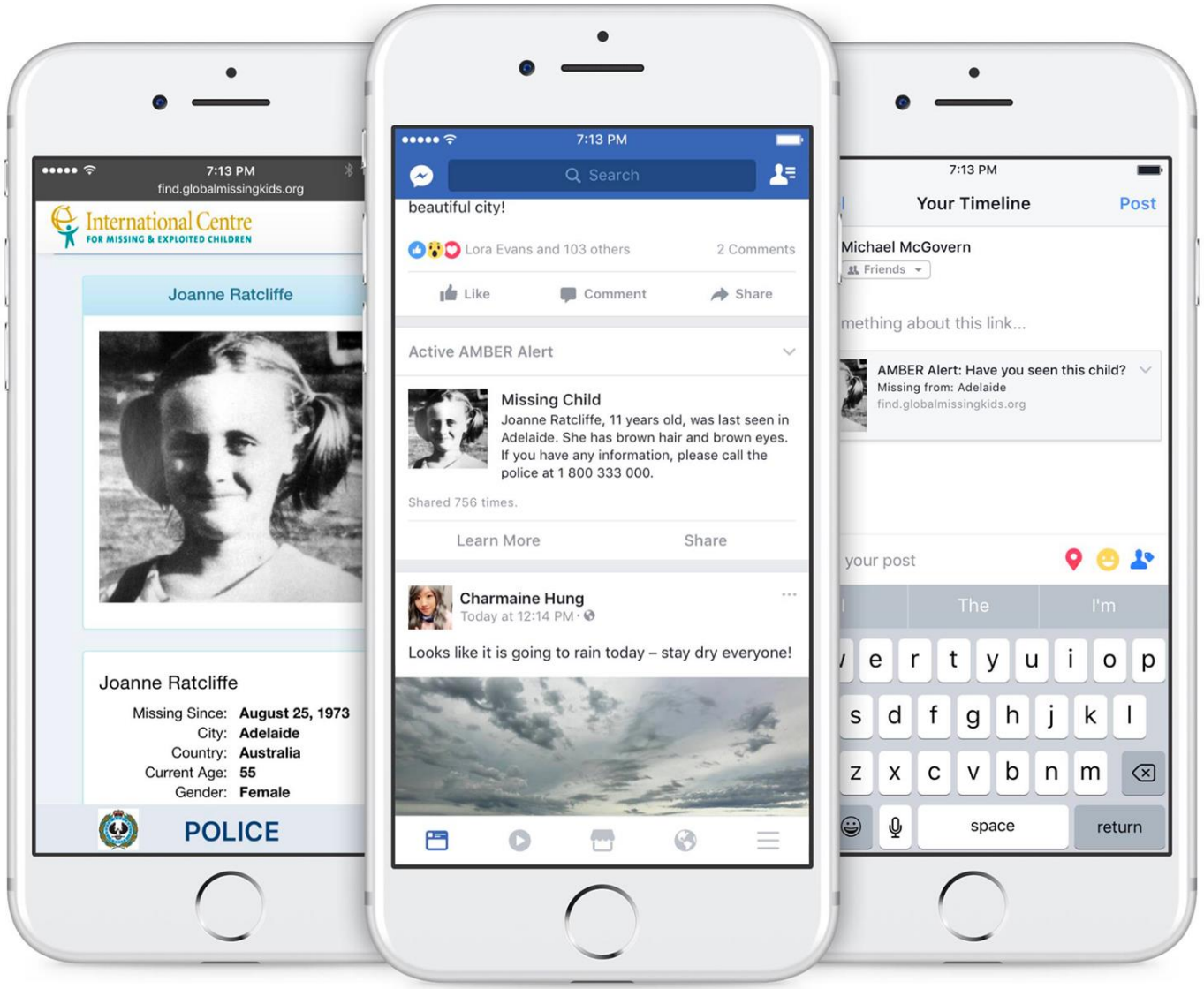
Nature of Case (kidnapping, suicide, etc)

Nature of imminency (case timeline, deadline, etc))

Specific information sought from Facebook

How Facebook information will assist in emergency **Facebook**

AMBER Alerts



Child Safety: Victim Found

- **Country:** Canada
- **Platform**: Facebook

- Baby Victoria (May 14’)
  - Police share on FB
  - Recovered 3 hours later

- Amber Alert on Facebook (Jan 2015)

- 23 Countries

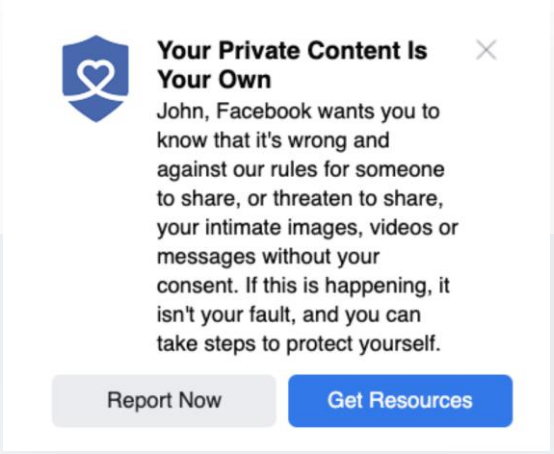
Thank you

Malina Enlund

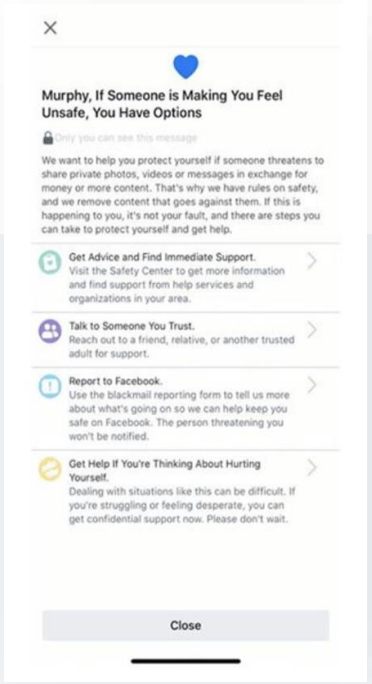
Meta

Updated Victim Support Experience

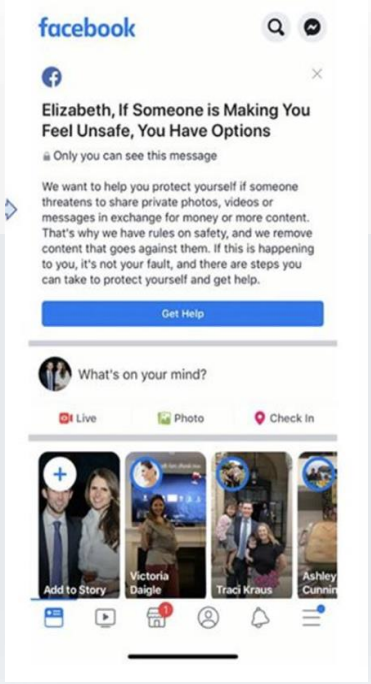
Version One



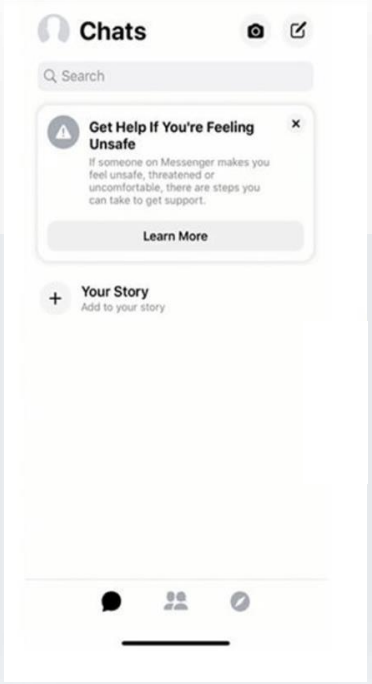
Version Two



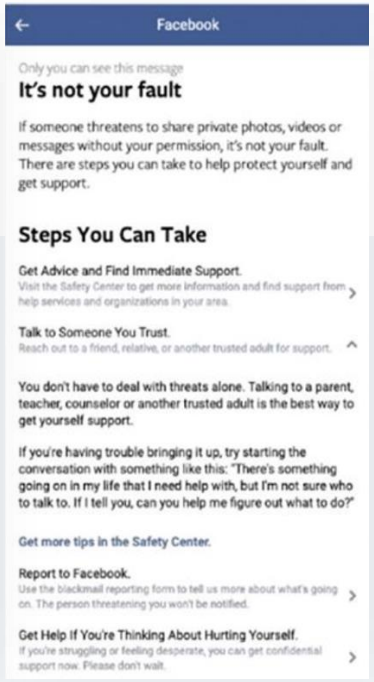
Outreach #1
Actor Gateway Flow



Outreach #2A
Newsfeed Megaphone
Simultaneous with #2B



Outreach #2B
Messenger Inbox QP
Simultaneous with #2A



Interstitial

More than **90% of content is shares/reshares** of content previously reported

Majority of content comes from a handful of countries concentrated in certain regions

More than **75% these reports involve people sharing with "non-malicious intent"** (as per NCMEC: poor humor, outrage, gawking)

Understanding Facebook's CyberTips to NCMEC

Australia's response to enhancing law enforcement and industry collaboration

Keerthana Arjuna

Assistant Director Child Protection International Partnerships, Attorney-General's Department

WHAT DO WE DO?

The **Child Protection International Partnerships**, is committed to working with law enforcement and digital industry to forge **innovative solutions** to combatting online CSEA.

Law enforcement and law enforcement industry cooperation is key to supporting efforts to identify, deter, respond to, and prosecute online child sexual exploitation and abuse.

KEY CHALLENGES

- Online safety for children is seen as an issue for individual caregivers
- Child abuse online is often seen as **only a criminal issue**
- Child sexual abuse is seen as incomprehensible and inevitable
- Technical understanding of the digital world is limited
- Companies are based overseas and subject to varying legislative and regulatory frameworks

A SOLUTION

Create a space for law enforcement and digital industry to:
speak openly

- be vulnerable & receptive to difficult conversations
- see the challenges from ‘the other side’
- avoid combative stances/default ‘party lines’.

How do we achieve this?

A ‘closed door’ event:

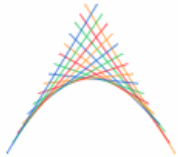
- No minutes, no recording
- ‘Chatham house’ rules
- Invite only – six companies
- Operational officers

The theme **‘sextortion’** was chosen to promote discussion and provide a clear focus for the event.

- **Research presentations:**
  - An analysis of Financial Sextortion Victim Posts
  - How to implement online warnings to prevent the use of child sexual abuse material
- **Operational presentations:**
  - Capping from the safety of your own home
  - The Online Threat Landscape for Child Sexual Exploitation and Abuse
- **Workshops:**
  - Prevention, disruption and detection
  - NCMEC Reporting practices and information use

WHO ATTENDED?

Australian Government
Attorney-General's Department



Australian
Centre to Counter
Child Exploitation

Australian Government

eSafetyCommissioner

Google

TikTok

Microsoft

Snap Inc.

Meta

DISCORD

RESULTS:

AGD AU
@agdgovau

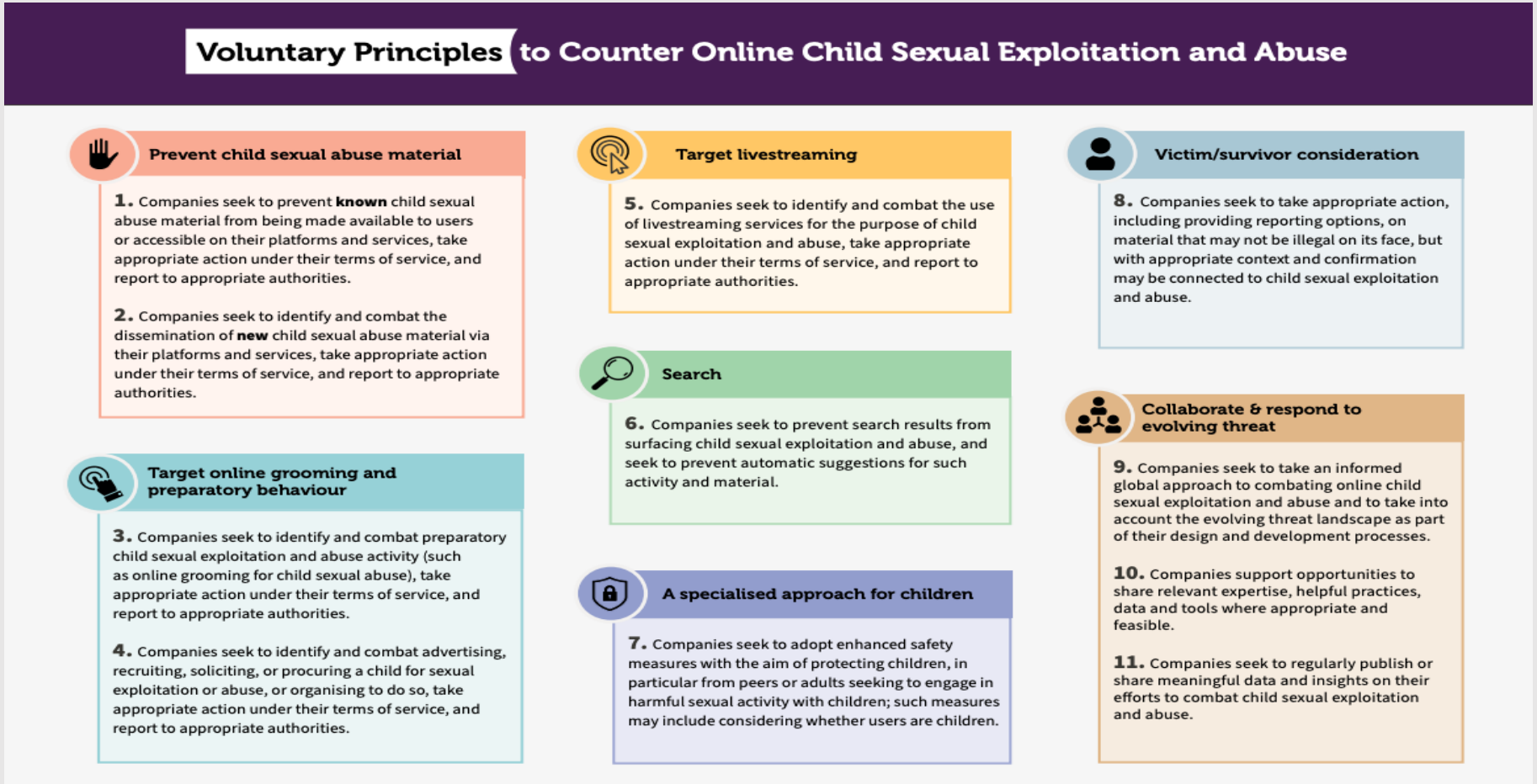
The Attorney-General's Department and the @ACCCE_AUS recently met with Google, Meta, Snapchat, TikTok, Microsoft and Discord to discuss how industry and law enforcement can work together to tackle the rising prevalence of sextortion in Australia.
@AusFedPolice @eSafetyOffice

VOLUNTARY PRINCIPLES TO COUNTER ONLINE CHILD EXPLOITATION AND ABUSE

Timeline

- **Since 2017, the Five Country Ministerial (FCM)** has played a critical role **in holding industry to account** and encouraging them to **invest in tools, share expertise** and **prioritise child safety.**

- **March 2020 – Launch of *Voluntary Principles to Counter Online Child Exploitation and Abuse* (Voluntary Principles)**



FIVE COUNTRY MINISTERIAL VOLUNTARY PRINCIPLES TO COUNTER ONLINE CHILD EXPLOITATION

Overview

- **Nineteen companies have endorsed the Voluntary Principles to date** -what does this mean?
- The **Five Country Ministerial (FCM) Digital Industry Engagement Senior Officials Group (DIESOG)** plays an important role – coordination is key
- In March 2022, Five Country Ministers released a **joint statement to mark the two-year anniversary** of the Voluntary Principles.

amazon
Apple
Dropbox
Google
matchgroup
MEGA
Meta
Microsoft
ROBLOX
SEMANTICS 21
Every Victim Matters
Snap Inc.
Spotify
TikTok
twitter
yubo
zoom

Questions?